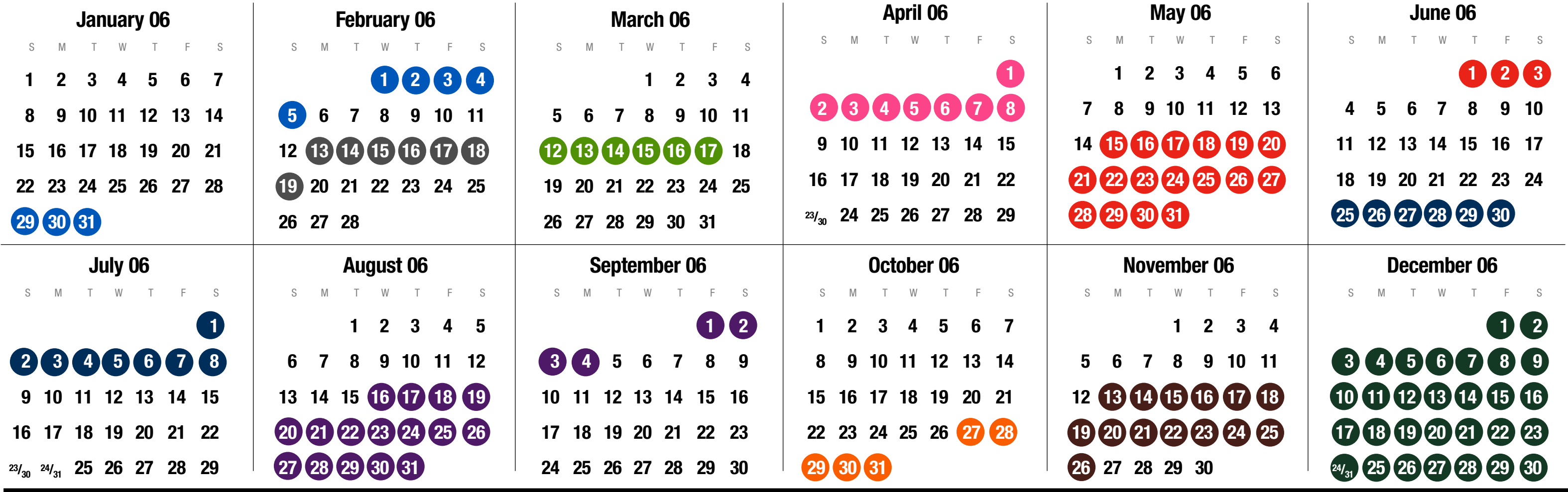


NHTSA 2006 National Communications Plan – Occupant Protection and Impaired Driving



January 29 - February 5, 2006 Super Bowl Sunday IMPAIRED DRIVING <i>Primary Message:</i> Fans Don't Let Fans Drive Drunk	April 1 – April 8, 2006 Screening and Brief Intervention IMPAIRED DRIVING <i>Message:</i> Alcohol Screening	August 16 – September 4, 2006 You Drink & Drive. You Lose. National Enforcement Crackdown IMPAIRED DRIVING <i>Message:</i> You Drink & Drive. You Lose.	December 1 - 31, 2006 Holiday Season IMPAIRED DRIVING <i>Primary Message:</i> Friends Don't Let Friends Drive Drunk <i>Secondary Message:</i> You Drink & Drive. You Lose.
February 13 - February 19, 2006 CPS Week OCCUPANT PROTECTION <i>Primary Message:</i> 4-Steps for Kids	May 15 – June 3, 2006 “Click It or Ticket” National Enforcement Mobilization OCCUPANT PROTECTION <i>Message:</i> Click It or Ticket	October 27 - 31, 2006 Halloween IMPAIRED DRIVING <i>Primary Message:</i> Friends Don't Let Friends Drive Drunk	Collateral Support Sports and Entertainment Marketing Prom and Graduation Materials Parents Who Host, Lose the Most Materials Buckle Up in Your Truck Rural Occupant Protection
March 12 – 17, 2006 St. Patrick's Day IMPAIRED DRIVING <i>Primary Message:</i> Friends Don't Let Friends Drive Drunk <i>Secondary Message:</i> You Drink & Drive. You Lose.	June 25 – July 8, 2006 Fourth of July IMPAIRED DRIVING <i>Primary Message:</i> Friends Don't Let Friends Drive Drunk <i>Secondary Message:</i> You Drink & Drive. You Lose.	November 13 - 26, 2006 Thanksgiving Weekend Travel OCCUPANT PROTECTION <i>Primary Message:</i> Buckle Up America. Every Trip. Every Time. <i>Secondary Message:</i> Click It or Ticket	Note: Calendar dates and themes are subject to change.